

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)	
Kevin N. Quiring	)	Group Art Unit: 3623
Application No.: 10/811,367	)	Examiner: Brandi P. Parker
Filed: March 26, 2004	)	
For: ENHANCING INSIGHT-DRIVEN CUSTOMER INTERACTIONS WITH AN OPTIMIZING ENGINE	)	Confirmation No.: 2811

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REPLY TO OFFICE ACTION AND INTERVIEW SUMMARY**

In reply to the Office Action mailed July 21, 2008, please amend the  
above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims in this paper.

**An Interview Summary** follows the amendment sections of this paper.

**Remarks/Arguments** follow the interview summary section of this paper.